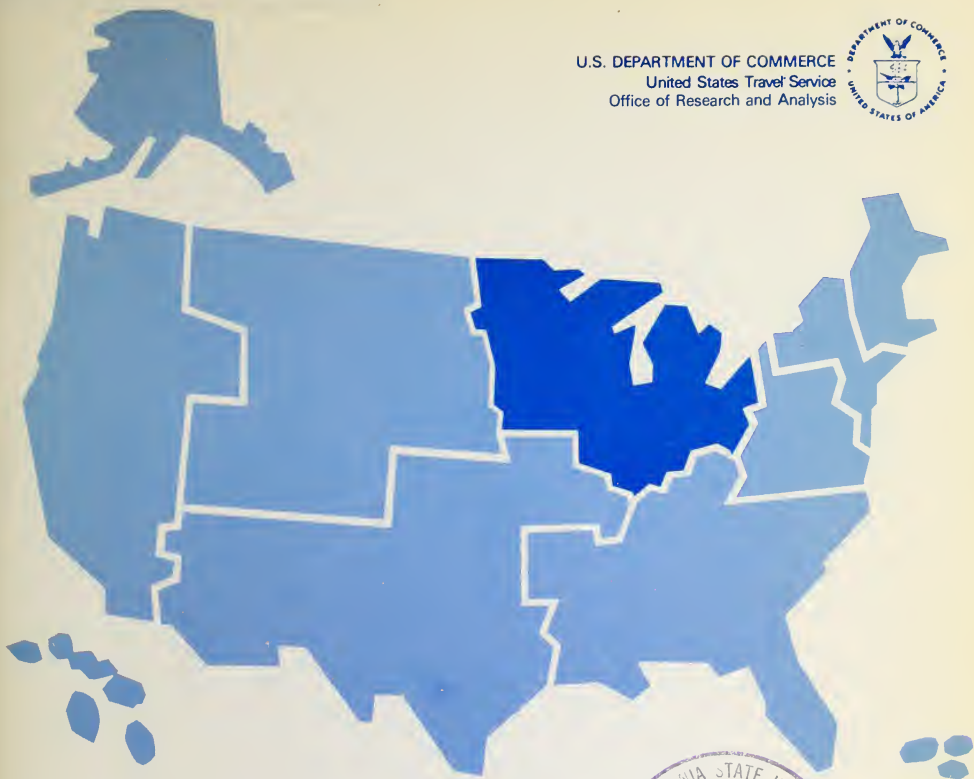



U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Office of Research and Analysis



**VACATION
TRAVEL
BY CANADIANS
IN 1974
IN THE UNITED STATES
VOLUME 6
GREAT LAKES COUNTRY**





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VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES VOLUME 6

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata in 1975

Sponsored by
the United States Travel Service,
the Canadian Government Office of Tourism,
the Ministry of Transport (Canada)
the Quebec Ministere Du Tourisme
de la Chasse Et de la Pêche
and
the Montreal Star, Ltd.

October 1975

U. S. Depository Copy





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SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974

I. INTRODUCTION

This report provides an analysis of a survey entitled *Vacation Travel by Canadians in 1974*. The survey was conducted by Traveldata for both the U.S. and Canada. Specifically, sponsors of the 1974 survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) Quebec Ministère Du Tourisme, De La Chasse Et De La Pêche; and (5) the Montreal Star, Ltd.

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. In addition the analysis incorporates some of the findings from the prior studies to facilitate trend analysis during the 1966-74 period.

The report contains 10 volumes. Volume 1—Summary Report—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to various U.S. regions.

- Volume 1: **Summary Report**—United States.
- Volume 2: **New England**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
- Volume 3: **Eastern Gateway**—New Jersey, New York.
- Volume 4: **George Washington Country**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

- Volume 5: **The South**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
- Volume 6: **Great Lakes Country**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
- Volume 7: **Old West**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.
- Volume 8: **Frontier West**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.
- Volume 9: **Far West**—Alaska, California, Idaho, Nevada, Oregon, Washington.
- Volume 10: **The Islands**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

II. METHODOLOGY

This survey was based on a national probability sample involving 6,388 personal interviews with individuals 18 years old and over. The 1974 survey includes data on Canadian travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands) in the figures on Canadian travel to the United States. In previous surveys, the United States category only included data on Canadian travel to the U.S. mainland. For trend analysis purposes, the 1974 survey also includes information on Canadian travel to the entire U.S. Mainland.

Limitations. In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

III. HIGHLIGHTS OF THE FINDINGS

A. Total Canadian Travel in 1974

- In spite of the fuel shortages and higher prices, the proportion of Canadians taking vacation trips in 1974 remained fairly constant, with the 1973 level. Specifically, in 1974 55% of all adult Canadians took a vacation in 1974, compared to the 56% who did so in 1973.
- There was a curtailment of second and third trips, however, which resulted in an overall drop in travel—from 7.7 million trips in 1973 to 7.5 million in 1974.
- Destinations changed somewhat in 1974. Overseas travel increased in popularity (accounting for 14% of all trips, an increase from 11% in the previous year). As a result, North American travel experienced a marginal decline.
- Travel to the United States remained fairly constant in spite of the 1974 economic difficulties. In 1974, 22% vacationed on the U.S. Mainland, only slightly below the 1973 level of 22%.
- Vacation travel was less common among residents of the Maritime Provinces, while those who did travel indicated a much greater interest in Ontario and Western Canada, and less interest in New England and other U.S. coastal areas.
- Residents of Quebec, on the other hand, tended to travel more within their home province.
- The growth in foreign travel occurred primarily among residents of Ontario and Prairie Provinces.
- One of the most dramatic changes in 1974

travel patterns was with air travel. The proportion of trips taken by air remained constant at 17% from 1969 until 1972. Then, in 1973, it rose to 24% and in 1974 increased to a record 32%.

- Much of this growth was due to the increase in overseas travel and a switch from the automobile on trips to the United States, probably because of the fuel crisis. Travel in Canada also experienced a decline in automobile travel in favor of air travel.
- Another very significant change in 1974 was a 21% increase in expenditures from an average of \$396 per trip to \$479.
 - Projecting these expenditures, Canadians spent, in total, \$2.39 billion on vacation travel in 1974, up from \$2.06 billion in 1973, an overall growth of 16.2%.
- Visiting friends or relatives became more common among vacationers in Canada. In 1974, 52% were motivated by that purpose, compared with 48% in 1973.

B. Canadian Vacation Travel to the U.S. in 1974

- The U.S. (including the U.S. Islands) received 3.9 million Canadian vacation visitors who spent an estimated \$631 million while traveling in the U.S. in 1974.
- In 1974, the U.S. Mainland received 3.6 million Canadian vacation visitors (down 13% from 1973) who spent approximately \$540 million while traveling in the U.S. (up 12% over 1973). The average per capita expenditure per trip in the U.S. was \$242.
- In 1974, the largest proportion of Canadian vacation arrivals in the U.S. was received by the Far West (20%), followed by the South (19%), New England (16%), the Eastern Gateway (13%), the Great Lakes Country (11%), the U.S. Islands (7%), the Old West (5%), George Washington Country (5%), and the Frontier West (4%).
- In 1974, the largest proportion of Canadian vacation expenditures in the U.S. was received

by the South (26%), followed by the Far West (22%), the U.S. Islands (14%), the Eastern Gateway (9%), the Great Lakes Country (7%), New England (7%), the Frontier West (5%), the Old West (4%), and George Washington Country (4%).

- Attitudes toward travel within Canada compared with the United States changed slightly. Between 1973 and 1974 Canada appeared to have re-enforced its traditional image of "interesting wilderness" and "recreational attractions;" and to have less of a "remoteness" perception; while the United States strengthened its appeals of "entertainment," a "sense of freedom," warm weather, and educational advantages.

- Some of the improvement in the image of the United States could be attributed to the fact that at the time of the previous survey (December, 1973), with the threat of the "Energy Crisis," the U.S. could have been perceived as far less accessible with travel much more inhibited than at the time of this current survey.
- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
 - George Washington Country, The South, the Great Lakes Country, and the Frontier West received the majority of their visitors from Ontario, whereas New England received the majority of it's Canadian visitors from Quebec. Both Ontario and Quebec were important sources for visitors to the Eastern Gateway. British Columbia was the most important source of visitors to the Far West and the U.S. Islands. The Old West received most of its Canadian vacationers from the Prairie Provinces.
 - Sightseeing was the most popular activity for Canadian vacation travelers to George Washington Country, the Old West, the Frontier West, the Far West and the U.S. Islands. Travel to the Great Lakes country was primarily to visit friends or relatives.

The largest proportion of visitors to the South traveled to that area to spend time at a vacation spot. Canadian travel to New England and the Eastern Gateway was both to visit friends and relatives and to spend some time at a vacation spot.

- The auto was primarily used in Canadian vacation travel to New England, the Eastern Gateway, George Washington Country, the Great Lakes Country, the Old West. The primary mode of transport used to travel to the South, the Frontier West and the U.S. Islands was air. Both air and auto transportation was used by visitors to the Far West.
- Vacation visitors from Canada tended to be from urban areas, notably **Ontario** and **Quebec**, home-owners, married from "adults only" families and young or old. They had attended or completed high school, were in professional and skilled labor occupations and were upscale in income.
- Canadian vacationers traveled to the U.S. in 1974 primarily to spend some time at a vacation spot, to sightsee and visit friends or relatives.
- Auto travel was more prevalent during the summer months while air travel was more popular during the winter. There was approximately 2.36 persons traveling to the U.S. in each party and they spent an average of 11 nights in the U.S. on their trip.
- Canadian visitors to the U.S. who had a **higher than average per capita** expenditure per trip tended to:
 - reside in British Columbia, English Quebec, Ontario and the Prairies, and in urban areas;
 - visit the U.S. Islands, the South, the Frontier West and the Far West;
 - be 30-49 years of age and 50 years and over;
 - be married;
 - have an upper-middle income;

- be employed in professional/sales/white-collar fields and retired/pensioned;
 - own their own dwelling;
 - have an elementary, high school or technical/preparatory education;
 - be from adult only "families";
 - live in a detached or semi-detached dwelling or townhouse;
 - travel for the purpose of staying at a vacation spot or city sightseeing/shopping;
 - use air transportation;
 - travel from December to March or April to May;
 - stay 12 nights and over on their trip.
 - be male;
 - speak French (Quebec);
- From 1973 to 1974, there was an **increase** in Canadian travel to the U.S. by:
 - urban visitors,
 - visitors from the Prairies and British Columbia,
 - visitors from cities with populations of over 500,000, and 1,000 to 10,000,
 - apartment dwellers and tenants,
 - visitors aged 40 to 49 years,
- visitors with family incomes of \$20,000 or more,
 - visitors from 'adult only' families,
 - visitors who traveled to the U.S. to spend some time at a vacation spot,
 - visitors who traveled by air,
 - female visitors,
 - visitors who spent 4-5 nights in the U.S.
- From 1973 to 1974 there was a **decrease** in Canadian travel to the U.S. by:
 - rural visitors.
 - visitors from the Atlantic Provinces.
 - visitors from cities with populations of under 1,000 and 10,000 to 30,000.
 - home owners.
 - male visitors.
 - visitors aged 18-29 years.
 - visitors who traveled by auto.
 - skilled workers.
 - visitors with family incomes between \$10,000 and \$20,000.
 - families with children, and
 - visitors who spent 1 to 3 nights in the U.S.

SUMMARY OF CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1974

3,880,000 Canadian Vacation Arrivals in the U.S.

- 3,614,000 Canadian vacation arrivals on the U.S. Mainland (-13% from 1973)

\$631 Million Spent in the U.S. by Canadian Vacationers

- \$540 million spent on U.S. Mainland by Canadian vacationers (+12% over 1973)
- \$242 per capita expenditures per trip in U.S.
- \$21 daily per capita trip expenditures in U.S.

Traveler Characteristics

Residence:	Urban (87%) Ontario (39%) and Quebec (25%) English speaking (68%) Population over 500,000 (46%)
Dwelling Status:	Live in single/semi-detached dwelling (65%) Own their own dwelling (62%)
Sex:	Female (54%) and male (46%)
Age:	18-29 years (30%) and 50 years or more (31%)
Marital Status:	Attached (married)(59%)
Education:	Attended or completed high school (50%)
Occupation:	Professional/Mgr./Sales/White-collar (44%) and skilled workers (22%)
Family Income:	\$10,000 to \$20,000 (40%) and \$20,000 and over (24%)
Family Composition:	Adult only (62%)

Trip Characteristics

Purpose:	To spend some time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%)
Mode of Transport:	Auto (48%) and air (39%)
Seasonality:	3rd quarter (43%), July (19%), August (16%)
Mean Length of Stay:	11 nights
Mean Size of Traveling Party:	2.36 persons

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE GREAT LAKES COUNTRY, 1974

I. HIGHLIGHTS

In 1974, Canadian vacation trips to the Great Lakes Country equaled 176,000 or 11% of the total 1.64 million **trips** to the U.S. Canadian vacation **arrivals** in the Great Lakes Country totaled 408,000 in 1974.

Canadian vacation travelers spent an estimated **\$46 million** in the Great Lakes Country, representing 7% of the total \$631 million spent by Canadians who traveled to the U.S. on vacation in 1974. The average **per capita expenditures on each trip** to the Great Lakes Country was **\$163**, compared to the national average of \$242. The average number of nights spent by Canadian visitors in this region equaled 9.2 nights, versus the national mean of 11.5 nights. **Daily per capita expenditures** in the Great Lakes Country were **\$18**, somewhat lower than the national daily average of \$21.

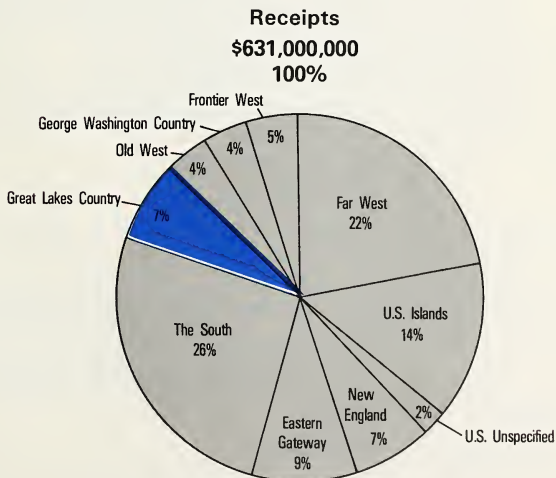
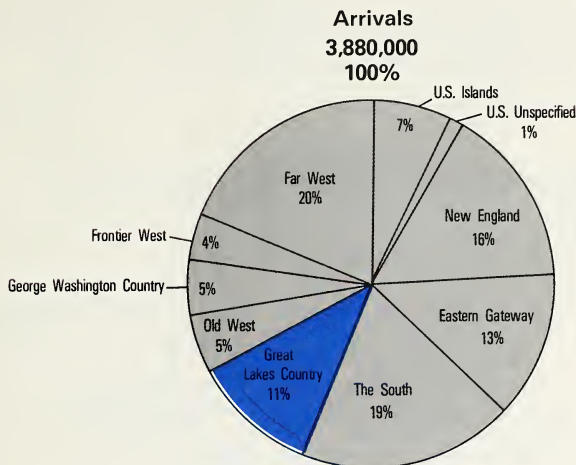
408,000 Canadian Vacation Arrivals (-15% from 1973)

- 11% of total Canadian vacation arrivals in the U.S.
- 5th most popular region in U.S. for Canadian vacationers

\$46 Million Spent in Great Lakes Country by Canadian Vacationers (-4% from 1973)

- 7% of total Canadian vacation expenditures in U.S.
- 5th largest recipient of Canadian vacation expenditures
- \$163 per capita expenditures per trip (+7% over 1973)
- \$18 daily per capita trip expenditures (+29% over 1973)

Chart 1
**CANADIAN VACATION ARRIVALS
 AND EXPENDITURES IN THE U.S.
 1974**



Profile of Canadian Vacation Travelers to the Great Lakes Country

During 1974, Canadian vacation travelers to the Great Lakes Country had the following predominant characteristics: 84% came from urban areas; 67% lived in Ontario; three-fourths (74%) were English-speaking; 70% owned their own dwellings; 54% were females; 38% were 50 years of age or over; 63% were married; 61% had attended or completed high school; 44% had

family incomes of \$10,000 to \$20,000; and 63% were members of families consisting of adults-only.

The most predominant characteristics of the 1974 Canadian vacation trips to the Great Lakes Country were: 51% were to visit friends and relatives; 70% were by auto; 42% occurred during the third quarter; the average length of stay was 9 nights; and the average size of the traveling party was 2.31 persons.

TABLE 1
PROFILE OF 1974 CANADIAN VACATION TRAVELERS TO
THE GREAT LAKES COUNTRY

Traveler Characteristics

Residence:	Urban (84%) Ontario (67%) and Prairies (25%) English speaking (74%) Cities with population over 500,000 (41%) Ontario Residence for auto visitors (69%)
Dwelling Status:	Live in single/semi-detached dwelling (72%) Own their own dwelling (70%)
Sex:	Even distribution with slightly more females (54%)
Age:	50 years and over (38%) and 18-29 years (32%)
Marital Status:	Attached (married) (63%)
Education:	Attended or completed high school (61%)
Occupation:	Professional/Mgr./Sales/White-collar (38%) and skilled workers (22%)
Family Income:	\$10,000-\$20,000 (44%) \$20,000 and over (17%)
Family Composition:	Adult only "families" (63%)

Trip Characteristics

Purpose:	To visit firends or relatives (51%) and sight-seeing (38%)
Mode of Transport:	Auto (70%)
Seasonality:	3rd quarter (42%), August (20%), October (15%)
Mean Length of Stay:	9 nights
Mean Size of Traveling Party:	2.31 persons

Significant Changes in Canadian Vacation Travel to Great Lakes Country From 1973 to 1974

- Increase in:
 - visitors from the Prairies (14% to 25%)
 - female visitors (39% to 54%)
 - adults only visitors (51% to 63%)
 - visitors who traveled to visit friends or relatives (34% to 51%)
 - tenants (17% to 30%)
 - visitors during June (5% to 12%)
 - visitors staying 4-5 nights (12% to 28%)
- Decrease in:
 - visitors who lived in single/semi-detached dwellings (83% to 72%)
 - male visitors (61% to 46%)
 - visitors aged 30-39 years (22% to 12%)
 - skilled workers (38% to 22%)
 - families consisting of adults with children (49% to 37%)
 - visitors during the 3rd quarter of the year (55% to 42%)
 - visitors during July (31% to 14%)

Significant Differences Between Canadian Vacation Travel to the Great Lakes Country and to the U.S. as a Whole

- Great Lakes Country had a much higher proportion of:
 - visitors from the Prairies and Ontario
 - visitors who attended or completed high school
 - visitors who traveled to visit friends or relatives
 - auto visitors
 - visitors who stayed 4-5 nights
- Great Lakes Country had a much lower proportion of:
 - visitors from Quebec and British Columbia
 - French Quebec speaking visitors
 - visitors who had attended or completed university or higher education
 - visitors who traveled to spend some time at a vacation spot
 - air visitors
 - visitors who stayed 12-23 nights

II. DETAILED FINDINGS

The detailed findings of the characteristics of Canadian vacation travel to the Great Lakes Country during 1974 are presented within the following descriptive sub-categories: (A) Arrivals/Receipts; (B) Traveler Characteristics; and (C) Trip Characteristics.

A. Arrivals/Receipts

In 1974, the Great Lakes Country ranked as the fifth most popular destination for Canadian

vacation travelers to the U.S. and as the fifth largest receiver of Canadian vacation receipts. The Great Lakes Country received approximately 11% of the total Canadian vacation visitors to the U.S. and 7% of the tourism receipts in 1974.

The Great Lakes Country received an estimated 408,000 of the 3.9 million Canadians who vacationed in the U.S. in 1974. (An additional 61,000 Canadians visited the Great Lakes Country on their trip to other U.S. regions.) Of the \$631 million spent in the U.S. in 1974, the

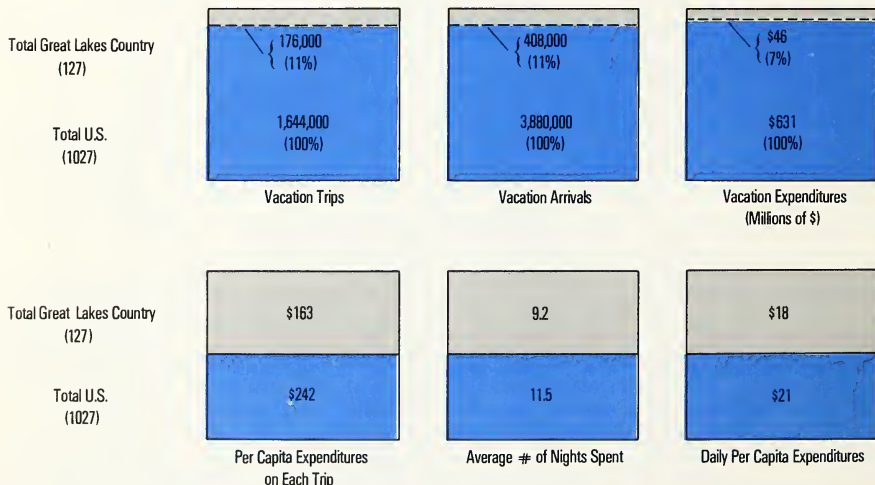
Great Lakes Country received an estimated \$46 million, representing a 4% decrease from the \$48 million received in 1973. Similarly, the 408,000 arrivals represented a decrease of 15% from the 480,000 visitor arrivals in 1973.

The primary reason for the decrease in Canadian vacation arrivals can be attributed to the depressed economic situation in Canada, which was largely a result of the energy crisis. Relatively high inflation and unemployment, which decreased the purchasing power of the consumer, also resulted in the cancellation or postponement of vacation trips to the Great Lakes Country. These conditions, combined with the (auto) travel-dampening effects of the gasoline shortages in the U.S. and the Great Lakes Coun-

try, were likely prime causes for the decreases. This was especially applicable to the Great Lakes region, which has historically received almost three-fourths of its Canadian vacationers by auto transportation.

The 1974 Canadian **per capita expenditure per trip** in the Great Lakes Country was **\$163**, a 7% increase over the \$152 recorded in 1973. The 1974 **daily per capita trip expenditure** in the Great Lakes Country was **\$18**, 29% higher than the \$14 recorded in 1973. (See Appendix B-3.) Although these daily expenditure rates were up from 1973, the **total** (\$46 million) expenditures were down—due primarily to the shorter lengths of stay for trips to the Great Lakes Country in 1974 (The mean length of stay was down over 1 full day from the 1973 average).

Chart 2
**CHARACTERISTICS OF CANADIAN
VACATION TRIPS TO THE GREAT LAKES COUNTRY
(1974 Expenditures in U.S. Only)**



B. Traveler Characteristics

This section presents an analysis of the following demographic characteristics of 1974 Canadian vacation travelers to the **Great Lakes Country**: destination; urban/rural residence; residence by province; language; size of city of residence; residence of auto/air visitors; type of dwelling occupied/ownership; sex; age; marital status; education; occupation of head of household; family income; and family composition.

Destination

The **Great Lakes Country** received 11% of the Canadian vacation arrivals in 1974.

With respect to Canadian vacation trips to multiple destinations, Canadian vacationers whose pri-

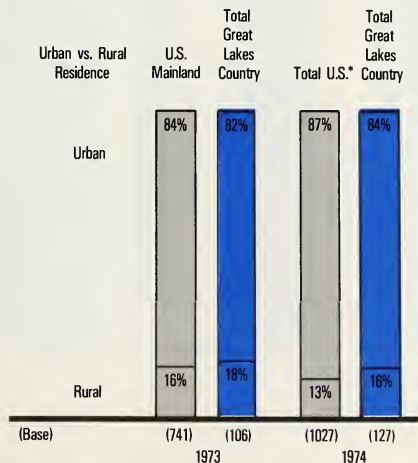
mary destination was the Great Lakes Country, generally did not visit many other areas in the U.S. on their trip. About 16% of the Canadian visitors to the Great Lakes Country also traveled to the South. Another 13% also traveled to the Old West Region.

Urban/Rural Residence

In 1974, both the U.S. as a whole and the **Great Lakes Country** experienced increases in urban Canadian travel. Specifically, gains of 3 percentage points for the U.S. **Mainland** and 2 percentage points for the Great Lakes Country were recorded over the previous year.

When comparing the U.S. to the Great Lakes Country on a relative basis, a higher proportion of urban travelers visited the U.S. (87%) than visited this region (84%) in 1974.

Chart 3
**CANADIAN VACATION TRAVELERS
TO THE GREAT LAKES COUNTRY
IN 1974 BY URBAN/RURAL RESIDENCE**



Note: See Volume I, Appendix II-F for a more detailed breakdown of this chart.

* Includes U.S. Islands

Residence by Province

Ranking as the largest generator of Canadian visitors to the U.S. in 1974, Ontario accounted for 39% of this vacation travel. Quebec (25%) and the Prairie Provinces (15%) followed as the second and third most important regions in generating Canadian travelers to the U.S.

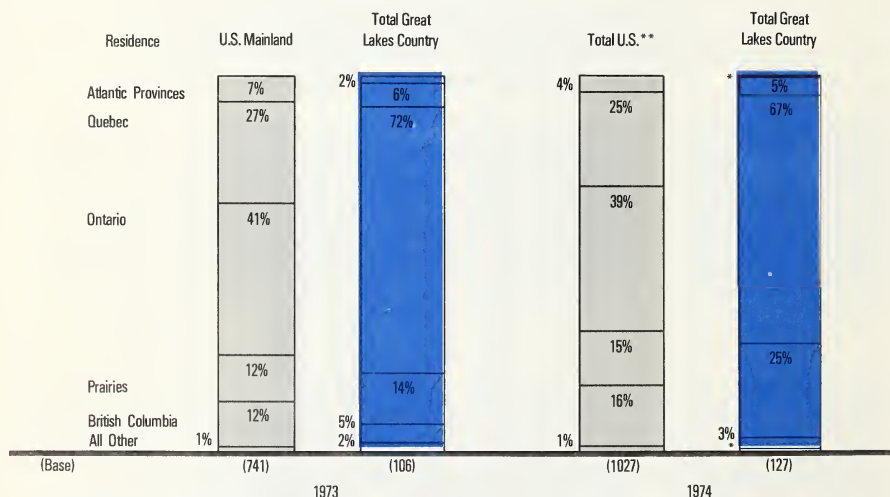
Viewing Canadian vacation traffic to the **Great Lakes Country**, Ontario again played an influential role. In 1974, 67% of all Canadian visitors to this region resided in Ontario, despite the slight decrease in market share (5 percentage points from 1973.)

The Prairie Provinces assumed a greater regional importance by generating one-fourth of

the Canadian vacationers to the Great Lakes Country, a significant increase of 11 percentage points over the preceding year. Generating 5% and 3% of the travel traffic to the Great Lakes Country in 1974, Quebec and British Columbia respectively assumed lesser regional importance than they did on a national basis.

Viewed another way, 21% of the residents of Ontario who took a vacation trip to the U.S. in 1974 visited the Great Lakes Country. About 20% of the residents of the Prairie Provinces who vacationed in the U.S. during this period traveled to the Great Lakes Country.

Chart 4
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY RESIDENCE



Note: Totals may not add to 100% due to rounding.

See Volume I, Appendix II-A for a more detailed breakdown of this chart

* Less than 1/2 of 1%

** Includes U.S. Islands

Language

English was spoken by over two-thirds (68%) of the Canadian vacationers to the total U.S. in 1974. Interestingly, 16% of all Canadian travelers to the U.S. spoke French.

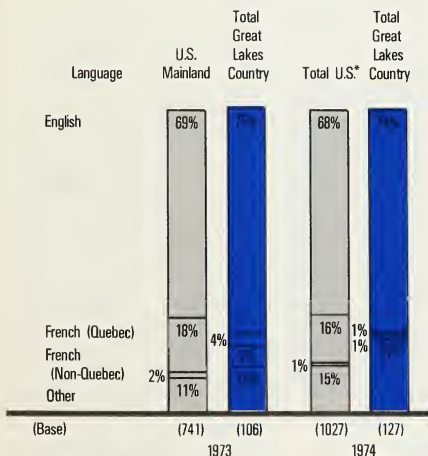
In the **Great Lakes Country**, the importance of English was even more pronounced with 74% of the visitors speaking the language in 1974. Considering the fact that only 5% of the visitors to the Great Lakes Country came from Quebec in 1974, it was no surprise that only 1% of the Canadian visitors to that area spoke French Quebec.

Size of City of Residence

Nearly half (46%) of the 1974 Canadian vacationers to the U.S. lived in cities with a population greater than 500,000, while the next largest-sized cities, with populations of 100,000 to 500,000, accounted for 16%.

The **Great Lakes Country** recorded similar distribution patterns in 1974 with 41% of its Canadian visitors residing in cities with a population of over 500,000. Between 1973 and 1974, Canadian travel increases of 6 percentage points to the Great Lakes Country were registered by areas with a population of greater than 500,000 and cities in the 1,000 to 10,000 range.

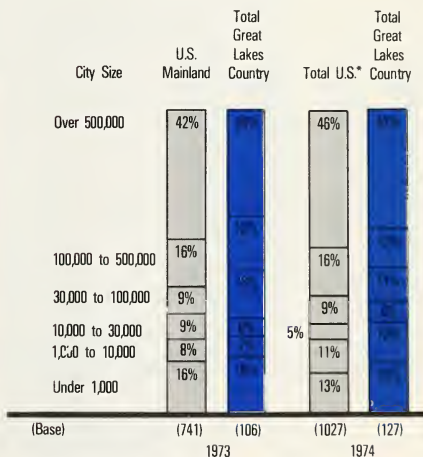
Chart 5
**CANADIAN VACATION TRAVELERS
TO THE GREAT LAKES COUNTRY
IN 1974 BY LANGUAGE**



Note: Totals may not add to 100% due to rounding

* Includes U.S. Islands

Chart 6
**CANADIAN VACATION TRIPS TO
THE GREAT LAKES
COUNTRY IN 1974 BY SIZE OF
CITY OF RESIDENCE**



* Includes U.S. Islands

Residence of Auto/Air Visitors

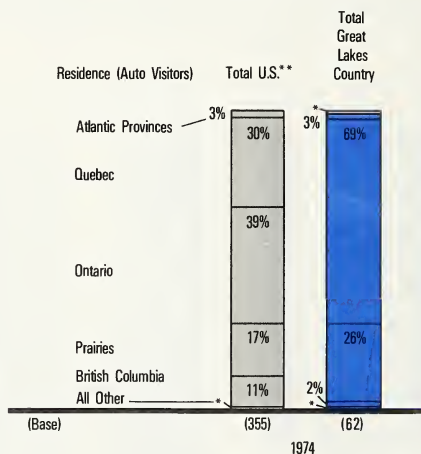
Ontario, Quebec, and the Prairie Provinces were the respective residence of 39%, 30%, and 17% of all Canadian auto visitors to the U.S. in 1974.

The **Great Lakes Country** received a very different distribution of Canadian auto vacationers in 1974 in that considerably **more auto** visitors came from Ontario and considerably **less** came

from Quebec. Specifically, 69% of the 1974 auto visitors to this region resided in Ontario, 26% lived in the Prairie Provinces, and only 3% were from Quebec.

While a specific analysis of the residences of Canadian air travelers to the Great Lakes Country cannot be made due to extremely small sample sizes, it appears that the 13% of the Canadians traveling to the Great Lakes Country by air in 1974 resided chiefly in Ontario.

Chart 7
**CANADIAN VACATION TRAVELERS
TO THE GREAT LAKES COUNTRY
IN 1974 BY RESIDENCE
OF AUTO VISITORS**



Note: See Volume I, Appendix I-K for a more detailed breakdown

* Less than 1% of 1% ** Includes U.S. Islands

Type of Dwelling Occupied/Ownership

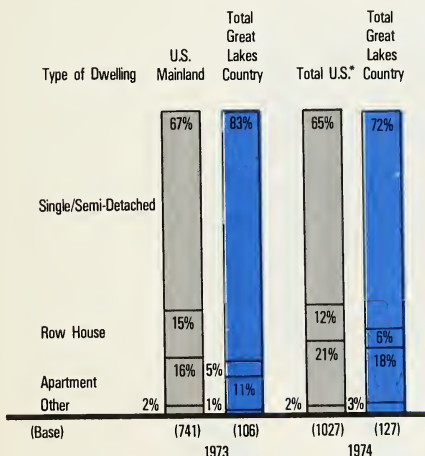
In 1974, housing characteristics of Canadian vacationers to the U.S. indicated that 62% of these visitors were home-owners and 65% lived in single or semi-detached homes.

The Great Lakes Country in 1974 was the recipient of a smaller proportion of home-owners (70%) and Canadian visitors residing in single/semi-detached homes (72%) than was recorded for Canadian visitors to this region in 1973.

Regional and national trends in 1974 increasingly show Canadian visitors as apartment dwellers who are renting. Specifically, the number of Canadian visitors to the Great Lakes Country who live in apartments totaled to 18% and those who rented equaled 30%, representing increases of 7 and 13 percentage points from 1973. These findings could suggest that Canadian visitors are becoming more flexible and mobile in their life styles.

Chart 8

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY TYPE OF DWELLING

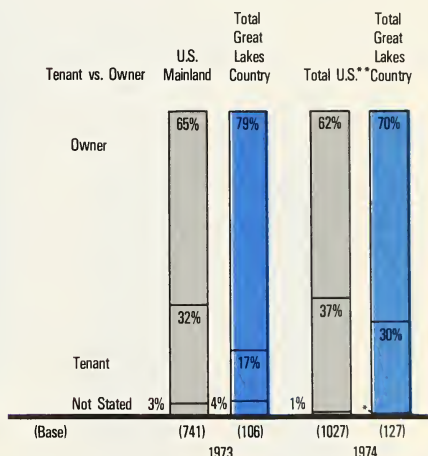


Note: Totals may not add to 100% due to rounding

* Includes U.S. Islands

Chart 9

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY DWELLING OWNERSHIP



* Less than 1/2 of 1%

** Includes U.S. Islands

Sex

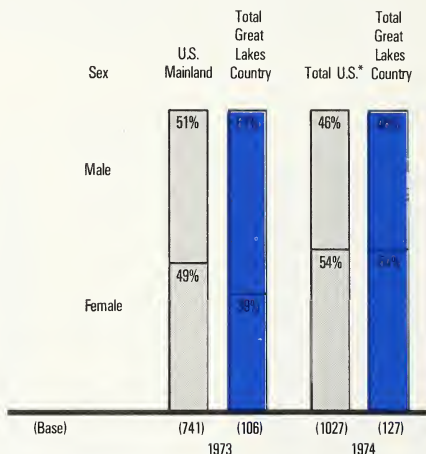
In 1974, similar proportions of male (46%) and female (54%) Canadian vacationers visited the U.S. and the Great Lakes Country.

This finding represents a reversal of the 1973 Canadian travel market, when more males visited

the U.S. Mainland and Great Lakes Country than did females. For example, 51% of the U.S. Mainland-bound Canadian visitors in 1973 were males and 49% females. During 1973 the Great Lakes Country received more male Canadian travelers (61%) than females (39%).

Chart 10

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY SEX



* Includes U.S. Islands

Age

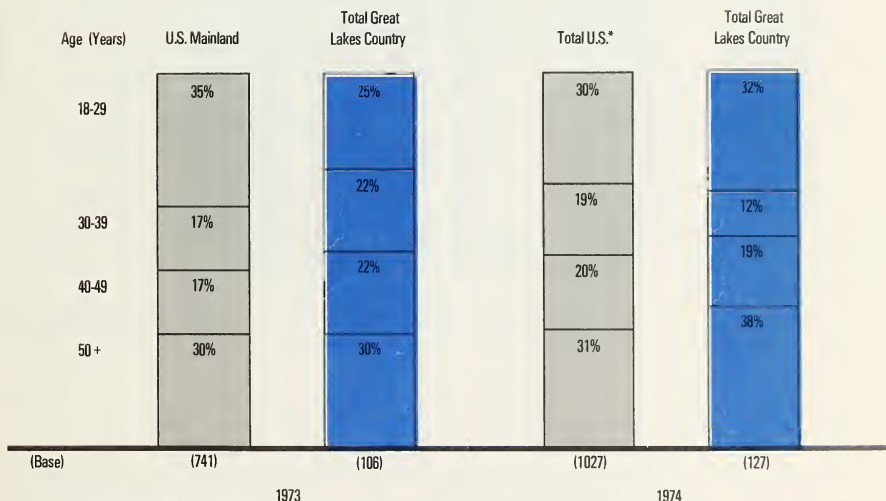
The ages of the 1974 Canadian vacationers to the U.S. concentrated in the 18 to 29 group (30%) and the 50 years or more group (31%).

In 1974, Canadian travelers to the **Great Lakes Country** tended to polarize even more in these two age groupings. Approximately one-third (32%) of the Canadian visitors to this region were 18 to 29 years of age and 38% were 50 years of age or more. With increases from 1973

of 7 percentage points in the 18 to 29 group and an 8 percentage points in the 50 and above bracket, the Great Lakes Country appeared to be appealing in 1974 to the young and old alike. It should also be noted that this increase in travel by the younger and older groups resulted in a decrease of middle-aged (30 to 39 years) vacationers to this region—from 22% in 1973 to only 12% in 1974.

Chart 11

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY AGE



Note: Totals may not add to 100% due to rounding

* Includes U.S. Islands

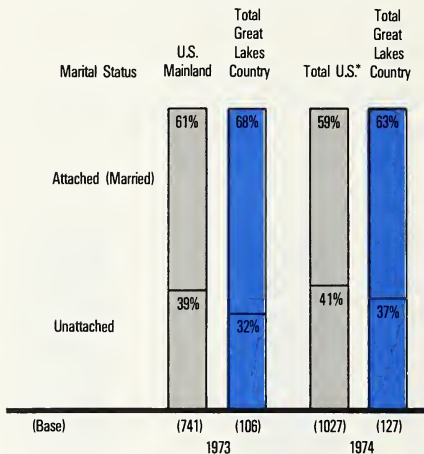
Marital Status

The majority (59%) of the Canadian visitors to the U.S. in 1974 were attached (married) and the remainder (41%) were classified as unattached.

In 1974, Canadian vacationers to the Great Lakes Country demonstrated very similar mari-

tal characteristics. Married Canadian travelers to this region totaled 63% of the market share and the unattached equaled 38%. Consistent with the national trend, the proportion of unattached travelers to this region increased between 1973 and 1974.

Chart 12
**CANADIAN VACATION TRAVELERS
TO THE GREAT LAKES COUNTRY
IN 1974 BY MARITAL STATUS**



Note: Totals may not add to 100% due to rounding

* Includes U.S. Islands

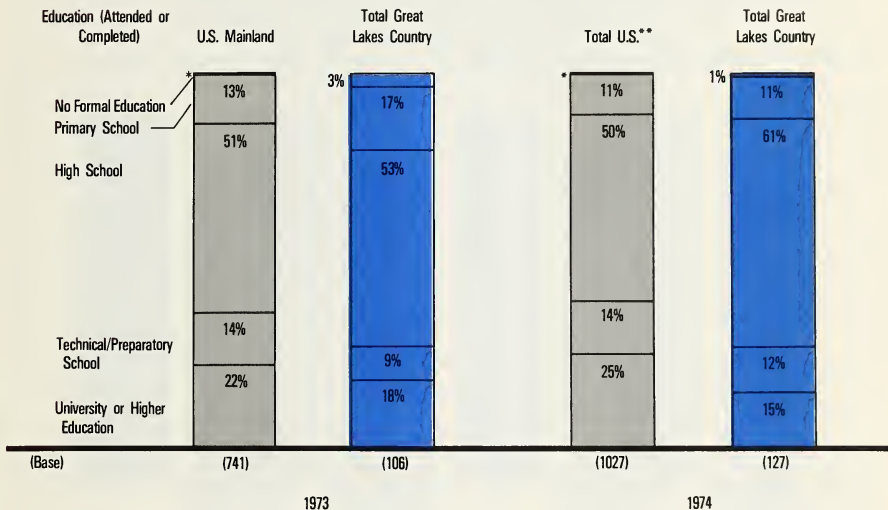
Education

While one-half of the Canadian visitors to the U.S. in 1974 attended or graduated from high school, the **Great Lakes Country** attracted a higher proportion of persons who had attended

or graduated from high school (61%). In addition, while one-quarter of all Canadian travelers to the U.S. had university training, this proportion was only 15% for the Great Lakes Country.

Chart 13

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY EDUCATION



Note: See Volume I, Appendix II-M for a more detailed breakdown

* Less than 1/2 of 1% ** Includes U.S. Islands

Occupation of Head of Household

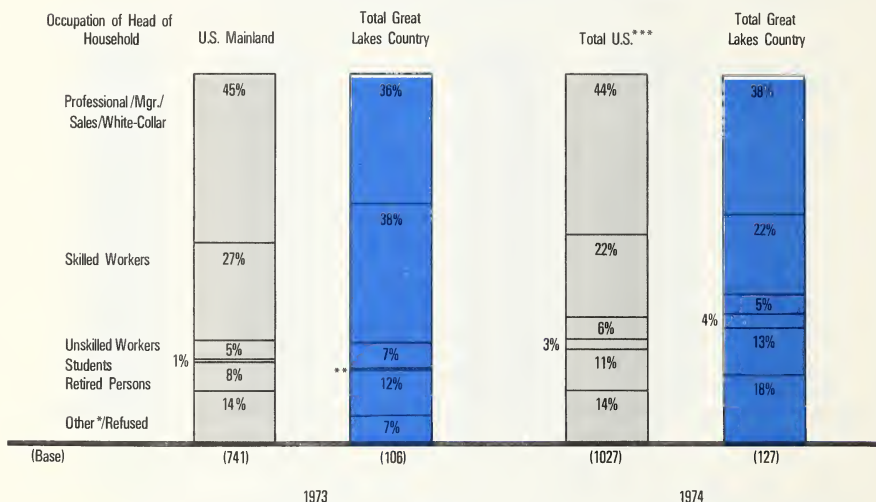
The professional/sales/white-collar occupations were the most popular (44%) careers for the Canadian heads of households who visited the U.S. in 1974. An additional 22% were employed as skilled laborers.

The **Great Lakes Country** was also visited by a large proportion (38%) of heads of households

who were "white-collar." Similarly, 22% of visiting household heads to this region were skilled workers, a significant decrease from 38% for the previous year. Small increases in proportion of white-collar workers and retired persons were recorded in visitors to the Great Lakes Country in 1974.

Chart 14

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY OCCUPATION OF HEAD OF HOUSEHOLD



* Primarily includes housewives and farmers ** Less than 1/2 of 1% *** Includes U.S. Islands

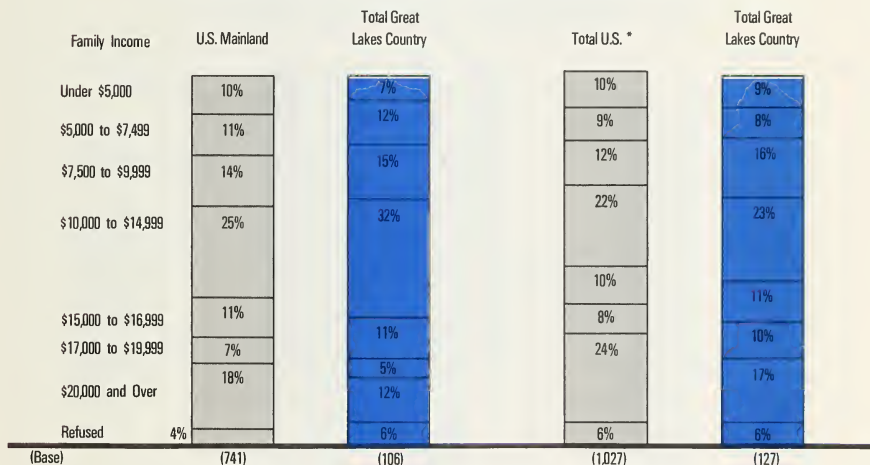
Family Income

In 1974, Canadian family incomes in the \$10,000 to \$20,000 group and the \$20,000 and over group produced the largest percentages of visitors to the U.S., 40% and 24% respectively. Between 1973 and 1974 there was a substantial increase in the proportion of wealthier (\$20,000 or more) Canadian travelers to the U.S. Mainland.

The Canadian income distribution for 1974 visitors to the **Great Lakes Country** was 44% for visitors in the \$10,000 to \$20,000 income group and 17% in the \$20,000 and over category. Similar to the national trend, the Great Lakes Country attracted a greater proportion of wealthier (\$20,000 or more) Canadian travelers in 1974.

Chart 15

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY FAMILY INCOME



1973

1974

Note: Totals may not add to 100% due to rounding

*Includes U.S. Islands

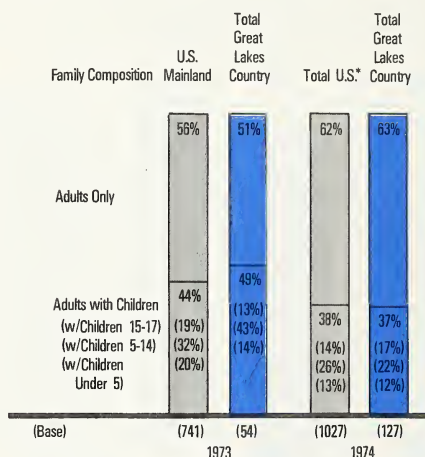
Family Composition

Both the U.S. as a whole and the Great Lakes Country registered sizable increases in families consisting of adults only. Families without children composed 62% of the Canadian vacation

travel to the U.S. in 1974. The Great Lakes Country experienced an increase of 12 percentage points in the "adults-only" vacation travel for a record 63% of the market share in 1974.

Chart 16

CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY IN 1974 BY FAMILY COMPOSITION



*Includes U.S. Islands

C. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1974 Canadian vacation trips to the Great Lakes Country: purpose of trip; total adults in party; main mode of transport; seasonality; and length of trip.

Purpose of Trip

In 1974, spending time at a vacation spot (37%), sightseeing (36%), and visiting friends and relatives (33%) ranked as the three most popular reasons for Canadian travel to the U.S.

A considerably higher proportion of Canadian trips to the Great Lakes Country during 1974 was to visit friends or relatives. Fifty-one percent of Canadian vacationers in 1974 took trips to the Great Lakes region for this reason, a considerable gain of 17 percentage points from 1973. Sightseeing and spending some time at a vacation spot were the next most popular activities in this region, 38% and 20%, respectively.

Spending time at a vacation spot was considerably less important for visitors to the Great Lakes Country than it was for Canadian travel to the U.S. as a whole.

Chart 17

CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1974 BY PURPOSE OF TRIP



Note: Includes multiple answers

* Less than 1/2 of 1% ** Includes U.S. Islands

Total Adults in Party

In 1974, the average number of Canadian vacationers visiting the U.S. equaled 2.36 persons per party. With respect to the **Great Lakes Country**, the mean was 2.31 travelers per trip, slightly below the national average.

Main Mode of Transport

Nearly one-half (48%) of all Canadian vacationers traveled to the U.S. in 1974 by auto and 39% came by air. With respect to the **Great Lakes Country**, Canadian auto vacations were more pronounced with 70% selecting this travel mode. Air travel accounted for 13% of the trips to this region while buses accounted for 10%.

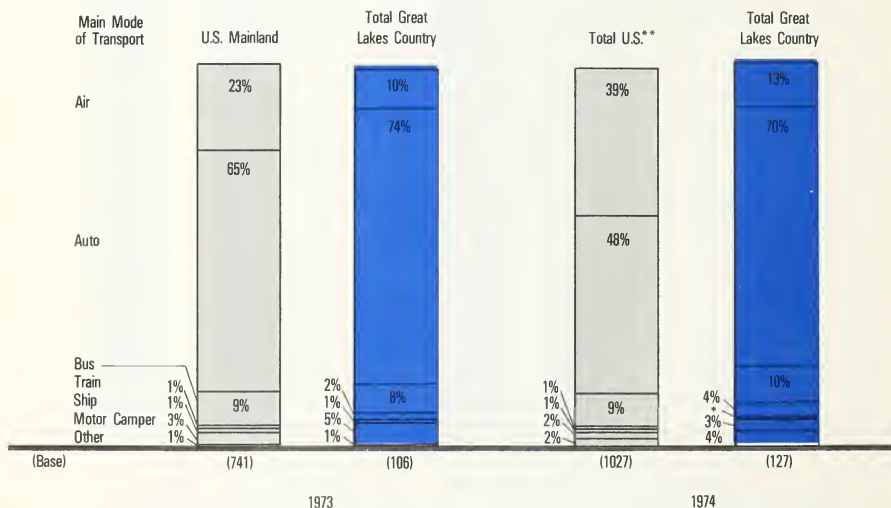
The energy crisis between 1973 and 1974 seriously affected Canadian auto trips to the U.S. **Mainland**. Specifically, it declined from 65% in

1973 to 52% for the following year. The use of public transportation (air, bus, train, ship) benefited from the energy crisis accounting for 46% of the trips to the U.S. Mainland in 1974, compared to only 34% in 1973. More specifically, air travel to the U.S. Mainland was considerably up from 1973 – from 23% to 34% in 1974.

The Great Lakes Country did not experience as great of a shift in Canadian travel modes as did travel to the entire U.S. However, auto traffic did decrease from 74% in 1973 to 70% in 1974 while the use of public transportation increased from 21% in 1973 to 27% in 1974. Perhaps because of the proximity of the Great Lakes Country to Canada, vacation travel to that area was not as drastically affected by gas shortages and high costs as was vacation travel to further U.S. destinations like the South.

Chart 18

CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1974 BY MAIN MODE OF TRANSPORT



Note: Includes multiple answers

* Less than 1% of 1% ** Includes U.S. Islands

Seasonality

Accounting for 43% of all Canadian trips to the U.S. in 1974, the third quarter of the year ranked as the busiest travel season. The next popular travel periods were the first (20%), fourth (19%), and second (18%) quarters.

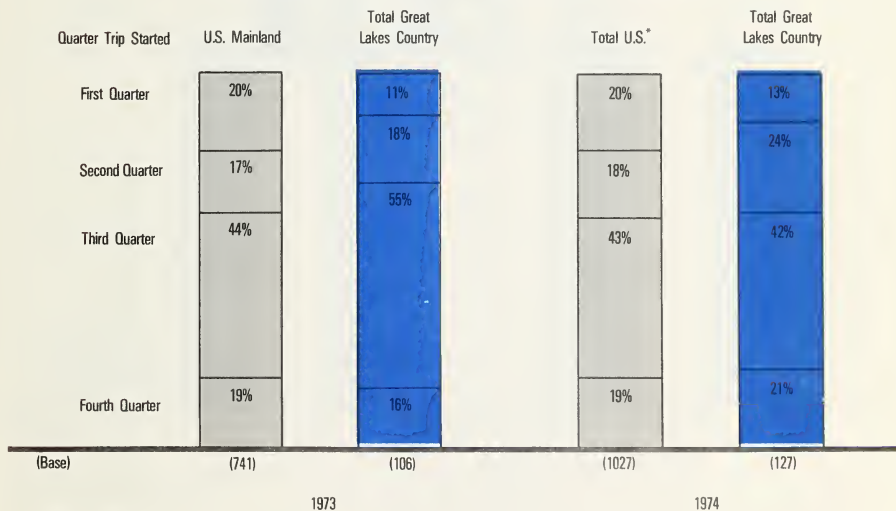
Looking at the Great Lakes Country, the third quarter was also the dominant time for Canadian travel to that area with 42% of the trips taken then. It is important to note, however, that from 1973 to 1974 there was a substantial drop in

Canadian travel to the Great Lakes Country during the third quarter. The remaining periods of the year correspondingly increased in share.

On an individual-month basis, July (14%), August (20%), and October (15%) were the most popular months for Canadian vacations to the Great Lakes Country. The most notable change in Canadian monthly travel occurred in July, where a 17 percentage point decrease was recorded in 1973, 31% of the trips to the Great Lakes Country occurred in July, while in 1974, July accounted for only 14%.

Chart 19

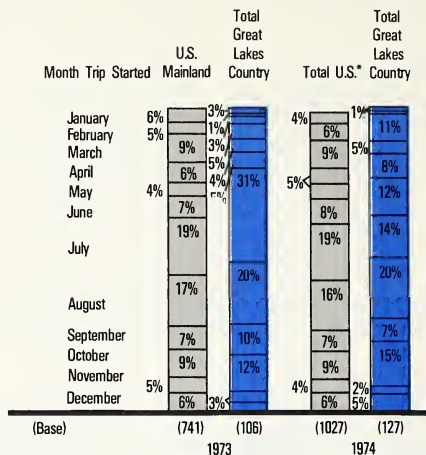
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1974 BY SEASONALITY (Quarterly)



*Includes U.S. Islands

Chart 20

CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1974 BY SEASONALITY (By Month)



Note: Totals may not add to 100% due to rounding

* Includes U.S. Islands

Length of Stay

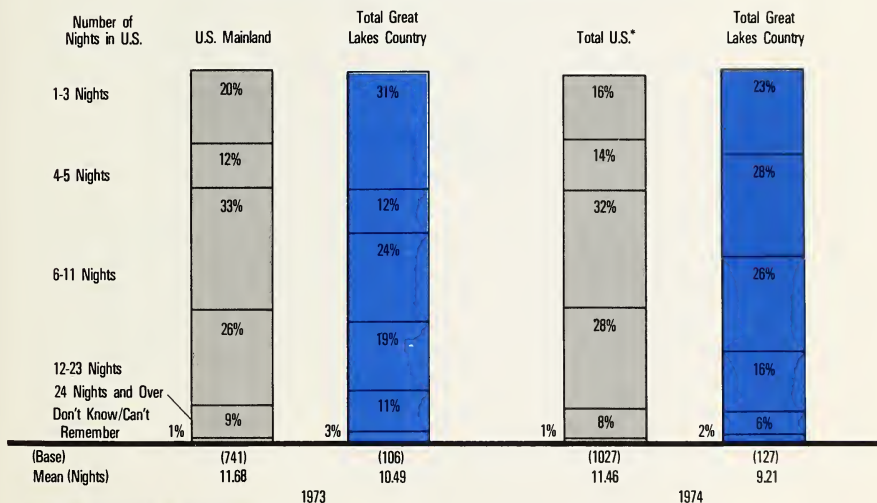
The average length of stay of Canadian vacationers in the U.S. equaled 11.5 nights in 1974 versus 9.2 nights in the Great Lakes Country. Geographic proximity probably is the reason for the shorter trips to the Great Lakes Country.

On a relative basis, the length of stays of Canadians in the Great Lakes Country decreased from 10.5 nights in 1973 to 9.2 nights in 1974.

Short trips of 1 to 5 nights in length accounted for over half (51%) of the Canadian travel to the Great Lakes Country in 1974, a considerable increase over the previous year's 43%. In addition, trips of this length represented a significantly greater share of all trips than the 1 to 5 nights range represented at the national level (30%).

Chart 21

CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1974 BY LENGTH OF STAY



Note: Totals may not add to 100% due to rounding

*Includes U.S. Islands

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. NEW ENGLAND

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

2. EASTERN GATEWAY

New Jersey
New York

3. GEORGE WASHINGTON COUNTRY

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

4. THE SOUTH

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee

5. GREAT LAKES COUNTRY

Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

6. OLD WEST

Colorado
Montana
Nebraska
North Dakota
South Dakota
Utah
Wyoming

7. FRONTIER WEST

Arizona
Kansas
Missouri
New Mexico
Oklahoma
Texas

8. FAR WEST

Alaska
California
Idaho
Nevada
Oregon
Washington

9. ISLANDS

American Samoa
Guam
Hawaii
Puerto Rico
Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRAIRIE PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon/N.W.T.

DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays" Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

Vacation trip essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

Appendix B-1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74

(Prorated to equal 100%)

Regions and States	Base		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$ million)		Percent of total Canadian vacation expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	766,000	610,000	18%	16%	\$58	\$46	12%	7%
(Maine)	73	76	377,000	290,000	9	7	28	22	6	3
(Massachusetts)	52	51	245,000	161,000	6	4	21	15	4	2
Eastern Gateway	140	151	689,000	501,000	17	13	54	55	11	9
(New York)	118	123	555,000	384,000	13	10	44	42	9	7
(New Jersey)	33	36	173,000	138,000	4	4	17	18	3	3
George Washington Country	56	57	237,000	202,000	6	5	36	27	7	4
The South	177	211	944,000	729,000	23	19	131	166	27	26
(Florida)	150	167	783,000	514,000	19	13	123	138	25	22
Great Lakes Country	106	127	480,000	408,000	11	11	48	46	10	7
Old West	40	67	247,000	211,000	6	5	20	20	4	4
Frontier West	20	45	94,000	137,000	2	4	18	30	4	5
Far West	156	258	644,000	758,000	15	20	100	136	20	22
(California)	83	109	306,000	295,000	7	8	79	81	17	13
(Washington)	53	99	206,000	310,000	5	8	25	29	5	5
U.S. Islands	n.a.	80	n.a.	266,000	n.a.	7	n.a.	91	n.a.	14
U.S. Unspecified	15	15	73,000	55,000	2	1	18	6	4	2
Total U.S. Mainland	741	955	4,174,620	3,614,000	100%	93	483	540	100%	72
Total U.S.	n.a.	1,027	n.a.	3,880,000	n.a.	100%	n.a.	631	n.a.	100%

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

Regions and States	Base		Average number of persons per trip		Average number of persons per household		Average number of nights spent in U.S.	
	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	2.50	2.53	1.70	1.65	9.5	8.2
(Maine)	73	76	2.61	2.73	1.70	1.71	8.7	7.5
(Massachusetts)	52	51	2.39	2.20	1.70	1.51	9.9	19.1
Eastern Gateway	140	151	2.49	2.38	1.56	1.66	9.8	8.2
(New York)	118	123	2.38	2.24	1.51	1.64	9.6	7.7
(New Jersey)	33	36	2.66	2.75	1.69	1.71	12.7	11.6
George Washington Country	56	57	2.14	2.55	1.56	1.63	14.3	13.9
The South	177	211	2.70	2.48	1.56	1.60	16.4	17.5
(Florida)	150	167	2.64	2.21	1.56	1.63	16.7	18.6
Great Lakes Country	106	127	2.29	2.31	1.68	1.67	10.5	9.2
Old West	49	67	2.55	2.26	1.56	1.78	10.9	9.3
Frontier West	20	45	2.38	2.18	1.63	1.51	22.4	15.7
Far West	156	258	2.09	2.11	1.54	1.52	14.8	11.6
(California)	83	109	1.87	1.95	1.51	1.47	20.5	16.8
(Washington)	53	99	1.97	2.25	1.61	1.71	12.1	8.2
U.S. Islands	n.a.	80	n.a.	2.39	n.a.	1.51	n.a.	15.3
U.S. Unspecified	15	15	2.49	2.65	2.49	1.68	12.7	14.2
Total U.S. Mainland	741	955	2.46	2.36	1.60	1.60	11.7	11.3
Total U.S.	n.a.	1,027	n.a.	2.36	n.a.	1.59	n.a.	11.5

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74-Con.

Regions and States	Base		Daily trip expenditures per vacation party		Daily trip expenditures by vacation party		Per Capita expenditures for trip		Daily per capita trip expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	\$313	\$303	\$33	\$37	\$125	\$120	\$13	\$15
(Maine)	73	76	331	345	38	46	127	126	15	17
(Massachusetts)	52	51	319	326	34	32	133	144	14	14
Eastern Gateway	140	151	348	392	36	48	140	165	14	20
(New York)	118	123	336	350	35	45	141	156	15	20
(New Jersey)	33	36	449	591	35	51	169	215	13	19
George Washington Country	56	57	501	544	35	39	234	213	16	15
The South	177	211	730	910	45	52	270	367	16	21
(Florida)	150	167	788	895	47	48	298	405	18	22
Great Lakes Country	106	127	348	376	33	41	152	163	14	18
Old West	49	67	373	408	34	44	146	181	13	19
Frontier West	20	45	782	727	35	46	329	333	15	21
Far West	156	258	498	545	34	47	238	258	16	22
(California)	83	109	675	738	33	44	361	378	18	23
(Washington)	53	99	332	309	27	38	169	137	14	17
U.S. Islands	n.a.	80	n.a.	1,350	n.a.	88	n.a.	565	n.a.	37
U.S. Unspecified	15	15	664	420	52	30	267	158	21	11
Total U.S. Mainland	741	955	438	518	37	46	178	219	15	19
Total U.S.	n.a.	1,027	n.a.	570	n.a.	50	n.a.	242	n.a.	21

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Expenditures in U.S. only:														
Total	(741)	(1,027)	483	570	178	242	37	50	15	21	11.7	11.5	2.46	2.36
Residence:														
Atlantic Provinces	(55)	(38)	376	373	153	170	40	40	16	18	9.3	9.3	2.27	2.20
Quebec	(201)	(259)	480	515	195	197	37	41	15	16	13.1	12.6	2.55	2.61
French Quebec	(135)	(163)	454	624	185	222	34	49	14	17	13.2	12.7	2.66	2.81
English Quebec	(65)	(57)	535	515	217	259	41	48	17	24	13.1	10.7	2.18	1.99
Ontario	(301)	(405)	474	589	193	250	42	53	17	23	11.3	11.1	2.25	2.30
Prairies	(89)	(158)	312	516	127	247	29	45	12	22	10.8	11.4	2.24	2.09
British Columbia	(92)	(162)	376	624	153	318	35	58	14	29	10.7	10.8	2.16	1.96
City of residence*:														
Vancouver	n.a.	(100)	n.a.	652	n.a.	n.a.	n.a.	62	n.a.	n.a.	10.5	n.a.	n.a.	1.38
Calgary/Edmonton	n.a.	(48)	n.a.	695	n.a.	n.a.	n.a.	58	n.a.	n.a.	12.0	n.a.	n.a.	1.44
Winnipeg	n.a.	(37)	n.a.	477	n.a.	n.a.	n.a.	31	n.a.	n.a.	15.3	n.a.	n.a.	1.38
Toronto	n.a.	(153)	n.a.	515	n.a.	n.a.	n.a.	51	n.a.	n.a.	10.1	n.a.	n.a.	1.48
Montreal	n.a.	(124)	n.a.	599	n.a.	n.a.	n.a.	40	n.a.	n.a.	15.1	n.a.	n.a.	1.57
English	n.a.	(40)	n.a.	419	n.a.	n.a.	n.a.	31	n.a.	n.a.	10.7	n.a.	n.a.	1.49
French	n.a.	(52)	n.a.	815	n.a.	n.a.	n.a.	44	n.a.	n.a.	18.6	n.a.	n.a.	1.68
Other	n.a.	(32)	n.a.	459	n.a.	n.a.	n.a.	31	n.a.	n.a.	14.8	n.a.	n.a.	1.30
Community size:														
Urban	(625)	(896)	455	557	185	249	38	50	16	21	11.9	11.7		
Rural	(116)	(131)	338	455	137	193	32	45	13	19	10.6	10.2		

*Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Sex:																
Male	(376)	(476)	460	624	187	264	41	55	17	23	11.3	11.3				
Female	(365)	(551)	412	519	167	220	34	45	14	19	12.1	11.6				
Age:																
18 to 29	(263)	(304)	391	519	159	220	38	50	15	21	10.3	10.5				
30 to 39	(125)	(194)	413	604	168	256	42	63	17	27	9.9	9.6				
40 to 49	(129)	(205)	478	572	194	242	51	60	21	25	9.4	9.5				
50 and over	(224)	(323)	490	601	199	255	31	41	13	17	15.6	14.8				
Language:																
French Quebec	(136)	(165)	455	634	185	269	34	48	14	21	13.2	13.1				
Rest of Canada	(605)	(862)	434	557	176	230	38	50	16	21	11.3	11.2				
Marital status:																
Single	(220)	(277)	372	539	151	228	34	45	14	19	10.8	12.0				
Married	(452)	(608)	478	590	194	250	42	56	17	24	11.3	10.5				
Separated/Widowed/																
Divorced	(70)	(142)	405	550	165	233	24	39	10	16	17.2	14.3				
Family composition:																
Adults only	(413)	(640)	431	582	175	247	33	46	13	20	13.1	12.6				
Have children under 18	(328)	(387)	446	551	181	233	45	57	18	24	9.9	9.7				
Socio economic level:																
Upper	(245)	(299)	590	692	240	102	47	65	19	10	12.5	10.6				
Upper middle	(166)	(223)	426	628	173	266	37	52	15	22	11.4	12.0				
Middle	(121)	(206)	408	467	166	198	38	45	16	19	10.7	10.3				
Lower middle	(107)	(165)	312	477	127	202	31	37	13	16	10.1	12.9				
Lower	(102)	(135)	257	504	104	214	19	40	8	17	13.2	12.5				

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

Occupation:	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Prof./Sales/White collar	(330)	(456)	505	600	205	254	45	56	18	24	11.2	10.8				
Skilled labor	(198)	(230)	365	551	148	233	41	59	17	25	8.8	9.3				
Unskilled labor	(34)	(62)	383	532	156	225	32	53	13	22	12.0	10.1				
Farmer	(18)	(22)	347	377	141	160	40	34	16	14	8.6	11.2				
Student	(8)	(30)	312	384	127	163	39	33	16	14	8.0	11.6				
Retired/Pensioned	(62)	(108)	518	607	211	257	28	38	11	16	18.5	15.8				
Other	(67)	(93)	295	592	120	251	18	37	7	15	16.8	16.2				
Education (Attended or completed):																
University	(86)	(149)	606	516	246	219	45	50	18	21	13.4	10.4				
Technical/Preparatory	(61)	(91)	396	672	161	285	44	49	18	21	8.9	13.6				
High school	(187)	(260)	409	619	166	262	34	54	14	23	12.2	11.4				
Elementary school	(47)	(72)	268	694	109	294	29	42	12	18	9.1	16.5				
Accommodation:																
Owned	(483)	(633)	454	578	185	245	42	52	17	22	10.9	11.2				
Rented	(238)	(383)	415	568	169	241	31	47	13	20	13.3	12.0				
Type of dwelling:																
Detached/Semi-Detached	(499)	(666)	449	580	183	246	41	53	17	23	11.0	10.9				
Town house/Other Attached House	(112)	(127)	409	602	166	255	31	51	13	21	13.0	11.9				
Apartment	(117)	(216)	441	513	179	217	33	39	14	16	13.2	13.2				
Other	(13)	(19)	189	718	77	304	14	71	6	30	13.1	10.1				

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74--Con.

Purpose of trip:	Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	(Base)													
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Visiting friends or relatives ..	(252)	(344)	375	309	178	153	29	30	14	15	13.1	10.3	2.11	2.02
Staying at a vacation spot ...	(234)	(383)	588	788	219	314	45	62	17	25	13.1	12.6	2.68	2.51
City sightseeing/shopping ...	(176)	(235)	413	617	188	243	38	61	17	24	10.8	10.1	2.20	2.54
Rural activities	(192)	(268)	415	548	156	219	33	53	12	21	12.7	10.4	2.66	2.50
Other	(145)	(215)	434	624	181	242	41	57	17	22	10.6	11.0	2.40	2.58
Purpose of trip and season:														
June to September:														
Visiting friends/relatives ..	(115)	(188)	293	295	136	135	29	36	13	17	10.2	8.1	2.16	2.18
Staying at a vacation spot	(104)	(188)	413	552	154	208	39	52	14	20	10.7	10.6	2.68	2.65
City sightseeing	(93)	(127)	302	503	143	193	38	61	18	24	7.9	8.2	2.11	2.61
Rural activities	(121)	(167)	296	405	113	159	31	45	12	18	9.4	9.0	2.62	2.55
Other	(67)	(105)	306	567	136	216	35	58	15	22	8.8	9.7	2.25	2.63
October to May:														
Visiting friends/relatives ..	(136)	(156)	435	327	211	179	28	25	14	14	15.5	12.9	2.06	1.83
Staying at a vacation spot	(130)	(194)	727	1,023	271	432	48	70	18	29	15.0	14.7	2.68	2.37
City sightseeing	(83)	(109)	544	753	237	307	39	61	17	25	14.0	12.3	2.30	2.45
Rural activities	(71)	(101)	632	778	230	323	35	61	13	25	18.2	12.8	2.75	2.41
Other	(78)	(110)	543	685	212	271	45	56	18	22	12.0	12.3	2.52	2.53
Main mode of transport:														
Car	(481)	(497)	377	427	147	167	36	44	14	17	10.4	9.7	2.57	2.56
Plane	(171)	(397)	690	811	371	403	48	58	26	29	14.5	13.9	1.86	2.01
Bus	(63)	(96)	268	455	92	195	23	43	8	18	11.5	10.7	2.90	2.33
Train	(10)	(10)	155	383	85	180	16	31	9	15	9.8	12.4	1.83	2.13
Motor Camper	n.a.	(24)	n.a.	437	n.a.	140	n.a.	42	n.a.	13	n.a.	10.4	n.a.	3.13
Other	(40)	(30)	405	646	138	201	23	49	8	15	17.7	13.1	2.93	3.21
													1.69	1.43

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Month trip started:																
December to March	(192)	(262)	543	567	216	405	35	55	14	26	15.7	15.6	2.51	2.14	1.56	1.57
April to May	(75)	(104)	518	625	230	264	37	56	16	23	14.1	11.3	2.25	2.37	1.52	1.54
June to September	(376)	(524)	331	444	137	182	35	46	15	19	9.4	9.6	2.42	2.44	1.64	1.63
October to November	(98)	(137)	544	479	205	195	52	44	19	18	10.7	10.8	2.70	2.46	1.60	1.55
Nights spent in U.S.:																
1-5	(233)	(308)	159	245	63	103	51	74	20	31	3.1	3.3	2.54	2.39	1.66	1.63
6-11	(242)	(334)	368	535	146	220	46	68	18	28	8.0	7.9	2.52	2.43	1.54	1.57
12-17	(138)	(217)	662	880	265	373	47	63	19	27	14.0	13.9	2.50	2.36	1.66	1.61
18 and over	(120)	(153)	834	934	379	432	25	29	11	13	33.0	32.1	2.50	2.16	1.55	1.50

Note: If the average number of persons per trip is not provided the national average of 2.46 persons for 1973 and 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

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